

## STORE FRONTS

In the past few years, a number of merchants in Downtown Shelby have made improvements to their stores which have improved their appearance. The main problem with these individual unrelated improvements is that in most cases the visual relationship of the improvements to the surrounding buildings has not been considered.

As improvements are made to existing buildings, and as new buildings are constructed, the owners should be encouraged to relate to the adjoining buildings. This would help to unify the appearance of the downtown area. There are methods which can serve to relate all the buildings to one another and to the appearance of the entire block. A unifying element such as a continuous canopy would tend to tie the buildings together visually. In addition, a coordinated color scheme and sign system would give visual harmony to the area. The goal is not to have every building look the same, but to have an overall unity within the entire area.

One of the surest methods of obtaining a satisfactory appearance is to secure the services of an architect to assist in all downtown store front improvements.

## STREET FURNITURE

In addition to the buildings in Downtown Shelby, there are various items found on the streets and sidewalks which occupy the spaces between the buildings. For the most part these items could be grouped together and referred to as street furniture: street signs, traffic lights and signs, mail boxes, trash receptacles, monuments, light standards, paving materials, and the like. All of these things are the small scale elements which are constantly used and seen, and are a conspicuous part of the street scene. They may significantly add to or detract from the overall visual impression of the city.

Attention to detail and design of street furniture is as important to the quality of Downtown Shelby as the buildings themselves. Therefore, careful consideration must be given to the selection and placement of all these component pieces.